

SLATE Strategic Planning Task Force Report

February 4, 2011

The strategic planning task force held several planning sessions to develop this proposal for consideration by the Executive Committee and Board.

The first session included a SWOT analysis of SLATE by members of the task force. At the conclusion of this meeting, representatives of the task force met with SLATE leadership to discuss potential actions related to issues raised by task force members.

The second task force meeting centered around a visit to the Missouri Career Center on Delmar Blvd. to see SLATE from the perspective of an individual seeking SLATE services in their search for employment.

The third task force meeting involved a meeting with SLATE business services staff to gain information about ways in which SLATE reaches out to contact businesses and conversely to learn about ways that businesses utilize SLATE

Committee co-chairs met with SLATE executive team members and board chair to gain additional insight into SLATE's 2011 objectives and goals.

As a result of these discussions, the following are the general findings of the strategic planning task force.

- Outreach to businesses needs to be greatly increased to inform them about the identity of SLATE and services provided by SLATE
- SLATE must focus on key growth industries/sectors and effectively connect with businesses in those sectors
- Educational efforts for SLATE should center on degree/certificate attainment in areas referenced in the Governor's current strategic economic development plan
- SLATE must effectively communicate success stories through a variety of media
- A creative and innovative approach must be taken to brand business services to clearly distinguish them from placement services
- SLATE must develop an ongoing relationship with the St. Louis Business Journal
- Data from MERIC or RCGA related to growing regional employers must be used to target outreach efforts in growth areas
- The SLATE Board composition must mirror the high growth employers SLATE needs to work with and overlay this Board participation with the Governor's economic development plan.
- SLATE needs to develop a strategy to build a relationship with the development community.

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To achieve these outcomes, the strategic planning task force suggests three goals.

- Implement a Board management/structure that meaningfully engages both business leaders from high potential growth industries and community service leaders.
- Develop and implement a business plan to significantly increase effectiveness of SLATE's business outreach functions.
- Capitalize on the newly formed 501(3)c structure to enhance SLATE's delivery of services to a broader population.

If accepted by the Executive Committee and Board, the strategic planning task force would develop specific strategic objectives and actions to support each of these goals. After development of the entire plan, the 'red/yellow/green' model can be utilized to track progress on specific objectives and actions going forward.